



# News Release

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## BRANTFORD EMPLOYMENT RATE RAISES CONCERN

BRANTFORD (Aug. 4, 2017) – Brantford’s employment rate fell to a 15-year low in July, as fewer people reported they were working.

But it wasn’t because of a shortage of jobs or a big jump in unemployment.

Brantford’s jobless rate was 5% in July, up modestly from 4.6% in June, according to seasonally adjusted estimates released by Statistics Canada Friday. But the local employment rate was a bigger story.

The city’s employment rate – the percentage of the population aged 15 and up working – fell to 59.6% in July, the first time it has fallen below 60% since 2002.

The employment rate for youth 15 to 24 has fallen by more than 10% over the last year, followed by a smaller drop in the percentage of people 55 and over working, with the latter likely due to retirements. The percentage of people working in the 25 to 54 age group has increased.

Since January, Brantford has seen a trend of less people participating in the local labour market, resulting in the labour force shrinking in size by 6,000 people.

“The shrinking labour force continues to be concerning. With fewer people available, the competition for talent is growing,” said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie.

“I think it points to a growing labour shortage which will hamper business ability to meet their skill requirements.”

Data from the Workforce Planning Board shows there isn’t a shortage of jobs. There were 3,717 job postings in the three months ending in June, up almost 500 from the first quarter of 2017, according to Vicinity Jobs data purchased by the board.

Canada’s monthly jobless rate was 6.3% in July, while Ontario’s dipped to 6.1% as employment rose by about 26,000 in the province.

The [Workforce Planning Board](#) is one of 26 non-profit organizations funded through the Government of Ontario that play a leadership role in labour force planning.

**Note:** Statistics Canada’s monthly Labour Force Survey provides estimates of employment and unemployment, based on a sampling of households in communities. Brantford’s unemployment figures are reported on a 3-month moving average, while Canada’s and Ontario’s are monthly.